

Elements of a Marketing Campaign

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Four components: Outcome, Audience, Timeline, and Method

Outcome Options:

(what's your message or goal?)

- Raise awareness- sharing information on a topic
- Action-change in a behavior
- Advocacy- inspiring action towards a need
- Donation- raising funds for a cause or need
- Assessment- seeking opinion/information

Audience Options:

(to some degree, this will influence your choice of Method)

- Individual
- Small Group
- Everyone (entire student body)

Timeline Options:

- Single Day / one time only
- Focused (short duration but intense)
- Seasonal / Semester
- Ongoing

Method Options:

(Choose as many as needed/warranted)

- Program
- Speaker
- Table Display
- Social Media
- “Screen Beans” (pre-event slides)
- Demonstration
- Fair / Expo
- Open Forum
- Handouts
- Poster / Flyer
- Swag
- Texts
- Publication
- Email Blast
- Door Hangers
- Mobile Cart / Clip Boarding
- Petitioning
- Face to Face polling
- Newsletter
- Class Announcement
- Club Announcement

“Reach” (how many students see the marketing) is a function of the appropriate choice of elements combined with the duration of effort.

Another factor is the “relevancy” of the message (is there interest in your message, can students relate or identify with it).